

Memo to: Don Fitzgerald  
From: Rory O'Rourke / Phyllis Floyd  
Date: May 8, 1996  
Subject: SMS New Order Forms for Wood Modules

Pro's:

- Ordering does not take any longer, possible shorter
- Ordering is much simplified:
  1. Multiple items (Ctn. Fixtures, pack fixtures, POS, etc.) can be ordered in the same order to the same address.
  2. The new form shows what is available for each module i.e. doors, canopy (as an example, 2½' ult low fixture is not available with a solid security door)
- The new form provides a complete description of each module set up i.e.: pk ctn., all ctn., etc.)
- We have seen a great reduction in ordering errors by sales reps and KAM's with the new form.

Con's:

- The new form is organized by pack, carton, combo. It is our preference to have it organized by fixture size, 2½', 3', 4'.

Recommendations:

- Options that are available for various items are listed at the bottom of the order form. We recommend that items that have options available, be identified with an asterisk "\*". This is a minor thought, but it might be helpful.

Summary:

We feel that the new form for ordering wood modules is a great improvement. Our minor negative comments are exactly that, MINOR. Overall we are pleased with the new form "as is."